RJ REYNOLDS TOBACCO COMPANY

Posted 197

J. Campbell
Promotional Coordinator

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January 27, 1997

162603 162623

March Doral Carton Onsert / Mega Outlets (#700047)

The following changes have been made (per M. Morris) in reference to the subject Doral Onsert Promotion:

- <u>Cy's Pharmacy</u> (SIS #397332) has been <u>DELETED</u> to promotion distribution
- <u>Bells #2130/F</u> (SIS #397797) has been <u>ADDED</u> to promotion distribution

A revised promotion distribution list is enclosed. These changes replace changes referenced in correspondence dated 1/22/97. 3 SKUs of Onserts, Item #521030, will be shipped to Territory 162603 'Ship To' location to handle promotion placement as Territory 162627 will change 2/3/97.

As information, no additional changes can be made to this promotion distribution due to time constraints. If additional changes are required, it will have to be handled between affected Reps.

Sincerely,

Judy

J. Campbell Promotional Coordinator / 1610 /ic

cc: S. MacLeod R. Noonan K. Jurgensen

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|--------------------|----------------------|--------------|--|--|--|--|--------------------------------------|--|--|
| MARC | CH: C | ORA | L CARTON O | NSERT/ PROM | IOTION #70 | 0047 | · | | |
| ONSER [®] | rs (ITE) | 1 #52 | 1030, PACKED 100/ | SKU) WILL BE SHIP | PED TO RETAIL | REPS 2/ | 17/97. | | |
| USE ON | ISERT II | N CON | NUNCTION WITH N | ORMAL DISCOUN | TING. | | | | |
| P.O.S. KI | TS AND | 90-CAR | TON TEMPORARY DISE | LAYS WILL BE SHIPPE | D TO STORES 2/24 | /97 AS I | INDICATED | | |
| P.O.S. Kir | (Item # | 521045 |) includes: 1 Header Car | d, 2 Side Cards & 1 Lai | rge Paster. | | | | |
| **NOTE | S. Gener | ic Displa | vs (Item #458131) are b | eing shipped to stores a | s special Promotional | Displays | were | | · |
| not avai | ilable in ti | me for | st Quarter 1997. Advis | e Judy if you require ad | ditional Generic Disp | ays for th | is promotio | n. | |
| * * * Onse | rts and P. | O.S. Kit | s will be shipped to Sales | Reps if no Retail Rep is | listed. | | | | |
| | | | TIVITY IN POOETS | | | | To R/REP | To ST | ORE |
| | - 28 - 28 - 28 | | | | | | #/Onserts ((521030 @ 100/SKU) | #/P.O.S. Kits (521045@ 1/SKU) | #/ Displays (458131 @ 1/SKU) |
| | RR TERR | SIS# | . `` — — | | CITY | STATE | 3 | 1 | 2 |
| 162602 | | | JAN'S TOBACCO SHOP | 383 BLOOMINGDALE RD 986 BLOOMINGDALE RD | | NY | 3 | | 2 |
| 162602 | | | THE REZ/INDIAN RESV | 837 BLOOMINGDALE RD | | NY | 3 | 1 | 1 |
| 162602 | 162622 Tol | | T.P. DELI & FUEL | | STATE OF THE STATE | A companies | 9 | 3 | 5 |
| 162606 | | | and the second of the second o | RTS. 5 & 20 | IRVING | NY | 5 | 2 | 1 |
| 162606 | | | ROSEINE'S | 1832 BUSH RD | GOWANDA | NY | 4 | 1 | 1 |
| 162606 | 162623 | | OMNI ENTERPRISES II | 11326 FARNHAM RD | IRVING | NY | 3 | 1 | 1 |
| 162606 | 162623 | 128513 | SENECA HAWK TOBACCO | PROJECT | IRVING | NY | 3 | 11 | 1 1 |
| 162606 | 162623 | | JR'S SMOKESHOP | 1 | IRVING | NY | 3 | 1 1 | 2 |
| 162606 | | | TRIPLE J TOBACCO | RT. 5 & MILESTRIP | IRVING | NY | 3 | 1 1 | 1 1 |
| 162606 | | | DARREN'S BEARCLAW | | | NY | 3 | 1 | 1 |
| 162606 | | | WOLF'S RUN | RT. 438 | IRVING | NY NY | 3 | 1 | |
| 162606 | 162623 | | | RT. 438 | GOWANDA GOWANDA | NY | $\frac{3}{3}$ | 1 | |
| 162606 | | | | 14411 FOUR MILE LEVE | ्रेस (१ पुर १ वर्ष १ वर्षा १ वर्षा । १९४४ । | and a series of a | | 10001144 | 11 |
| _ | 162623 To | CALL SECTION | | 19 7. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. | BUFFALO | NY | 3 | 1 | 1 |
| 162601 | ۱62625 To | | FRONTIER BEVERAGE | িটি ডিড সালে প্রক্রেপ্রস্থান্ত্রালৈ হ | The second secon | Victoria de la compansión de la compansi | 3 | 1 | 1 |
| 162601 | | | NO BLANKET | 2400 UPPER MOUNTAIN | SANBORN | NY | 3 | 1 1 | 2 |
| 162601 | | | SMOKIN' JOES #1 | 2293 SAUNDERS | SANBORN | NY | 3 | 1 | 2 |
| 162601 | 162626 | 349196 | JAY'S | 5446 WALMORE RD | LEWISTON | NY | 3 | 1 | 11 |
| 162601 | 162626 | 363986 | HANK'S SMOKE SHOP | GARLOW ROAD | LEWISTON | NY | 3 | 1 1 | 1 |
| | 162626 To | tal | والمستملك أوأعها ووافان | and the state of t | | | 12 | 4 | 1 |
| 162603 | 162627 | 397797 | BELLS #2130/F | 121 N CENTER ST | PERRY | NY | 3 | <u> </u> | |

| HIGH | VOLUN | IE OU | JTLETS | | | | | | |
|---|--------------|---------------|--|-----------------------------|--|----------------------|----------------------------|----------------------------|---------------------|
| | | | AL CARTON O | | | | - | | , |
| ONSER | TS (ITE | M #52 | 21030, PACKED 100 | /SKU) WILL BE SHI | PPED TO RETAIL | REPS 2 | /17/97. | | 1 |
| USE O | NSERT II | N CO | NJUNCTION WITH | NORMAL DISCOUR | UTING | | | | ł ——— |
| POSK | ITS AND | 90.CA | RTON TEMPORARY DI | COLAYC WILL DE CLUD | OFD TO CTOREC 0/ | 14/07/46 | | <u>L</u> | |
| POSK | it /item # | 52104 | E) includes 1 Header C | orta o Cida Caada oo 1 1 | PED TO STOKES 2/2 | <u> 4/9/ AS</u> | INDICALE | D | |
| - * * NOTE | C. Conor | DAIOT | 5) includes: 1 Header C | ard, 2 Side Cards & 1 1 | arge Paster. | <u> </u> | | | ļ |
| NOTE | :3: Gener | ic Dispi | lays (Item #458131) are | being shipped to stores | as special Promotion | al Display | s were | | l |
| not ava | illable in t | ime for | 1st Quarter 1997. Adv | ise Judy if you require a | additional Generic Dis | plays for | this promoti | ion. | |
| ***Onse | erts and P. | <u>O.S. K</u> | its will be shipped to Sale | s Reps if no Retail Rep i | s listed. | | | | |
| DO NO | T UPDA | TE A | CTIVITY IN POOETS | / ROU WILL ENTE | R ACTIVITY. | | | | |
| TAKE THE PARTY OF | . FEMILES. | 46.00 | MARK STONE STATE OF THE STATE O | I DECEMBER OF THE PROPERTY. | CONTRACTOR CONTRACTOR (CONTRACTOR (CONTRAC | U Miller Hart 14 Aug | 3.200 m. (11.20 3.6 to 15) | (4/D 0 0 10) | <u> </u> |
| 2000年 | 1500 | | | | | 9.1 | #/Onserts | #/P.O.S. Kits (521045 @ | Displays |
| A4 / 1/4 H | ee . | | | | | | இ(521030 @ | 1/SKU) to | (458131 |
| SR TERR | RR TERR | SIS# | FULL NAME | ADDRESS | CITY | STATE | 100/SKU) to | R/Rep | @1/SKU) To Store |
| 162601 | | | NO BLANKET | 2400 UPPER MOUNTAIN | | NY | 3 | 1 | 2 |
| 162601 | | | SMOKIN' JOES #1 | 2293 SAUNDERS | SANBORN | NY | 3 | i | 2 |
| 162601 | 162626 | | | 5446 WALMORE RD | LEWISTON | NY | 3 | 1. | 1 |
| 162601 | | | HANK'S SMOKE SHOP | GARLOW ROAD | LEWISTON | NY | 3 | 1 | <u> </u> |
| 162601 | 162625 | 765525 | FRONTIER BEVERAGE | 121 GRANT ST | BUFFALO | NY | 3 | 1 | 1 |
| 162602 | | | JAN'S TOBACCO SHOP | 383 BLOOMINGDALE RD | | NY | 3 | 1 | 2 |
| 162602 | | | THE REZ/INDIAN RESV | 986 BLOOMINGDALE RD | BASOM | NY | 3 | 1 | 2 |
| 162602 | | | T.P. DELI & FUEL | | BASOM | NY | 3_ | 1 | 1 |
| 162603 | | | BELL'S #2130/F | 121 N.CENTER ST | PERRY | NY | (3) | 1 | 1 |
| 162606 | 162623 | 634478 | SENECA ONE STOP #050 | | IRVING | NY | 5 | 2 | 1 |
| 162606 | 162628 | 349605 | SENECA ONE STOP #070 | 5402 W SHORE RD | CUBA | NY | 5 | 2 | 1 |
| 162606 | | | | BROAD ST. | SALAMANCA | NY | 5 | 2 | 1 |
| 162606 | | | ROSEINE'S | 1832 BUSH RD | GOWANDA | NY | 4 | 1 | 1 |
| 162606 162606 | | | OMNI ENTERPRISES II | | IRVING | NY | 3 | 1 1 | 1 |
| 162606 | 162628 | 480/62 | | | STEAMBURG | NY | 3 | 1 | 1 |
| 162606 | 162623 | 120513 | | | IRVING | NY | 3 | 11 | 1 |
| 162606 | | | | | LIMESTONE | NY | 3 | 1 | 1 |
| 162606 | | | · | | STEAMBURG | NY | 3 | 1 | 11 |
| 162606 | | | ·-···· | | IRVING | NY | 3 | 1 | 2 |
| 162606 | | | | | · ···· | NY | 3 | 1 | 1 |
| 162606 | | | | 11048 S.WESTERN BLVD | | NY | 3 | 1 | 1 |
| | .0202012 | -55500 | ON WITH O BEAUCEAVY | 11040 S.VVESTERN BLVD | ILAINO | NY | 3 | 1 | 1 |

* Inserts will be shipped to Territory 162603 as Assign 162627 becomes vacant on 2/3/97.